

Working Together *WORKS!*

*AHEC, ND Center for Nursing, and Center for Rural Health
work together to address healthcare workforce issues*

Denise Andress, Director, Western ND AHEC

Patricia Moulton, Executive Director, ND Center for Nursing

Stacy Kusler, Workforce Specialist, Center for Rural Health



Healthcare Workforce Recruitment and Retention: North Dakota Area Health Education Center's Role

Denise Andress, RN MBA

Director

Western North Dakota AHEC

North Dakota AHEC

The **North Dakota Area Health Education Center (AHEC)** works to enhance access to quality primary care and public health in rural and underserved areas, by improving the supply and distribution of health care professionals through community and academic partnerships.

*“Connecting students to careers,
professionals to communities, and
communities to better health.”*

ND AHEC Program Structure

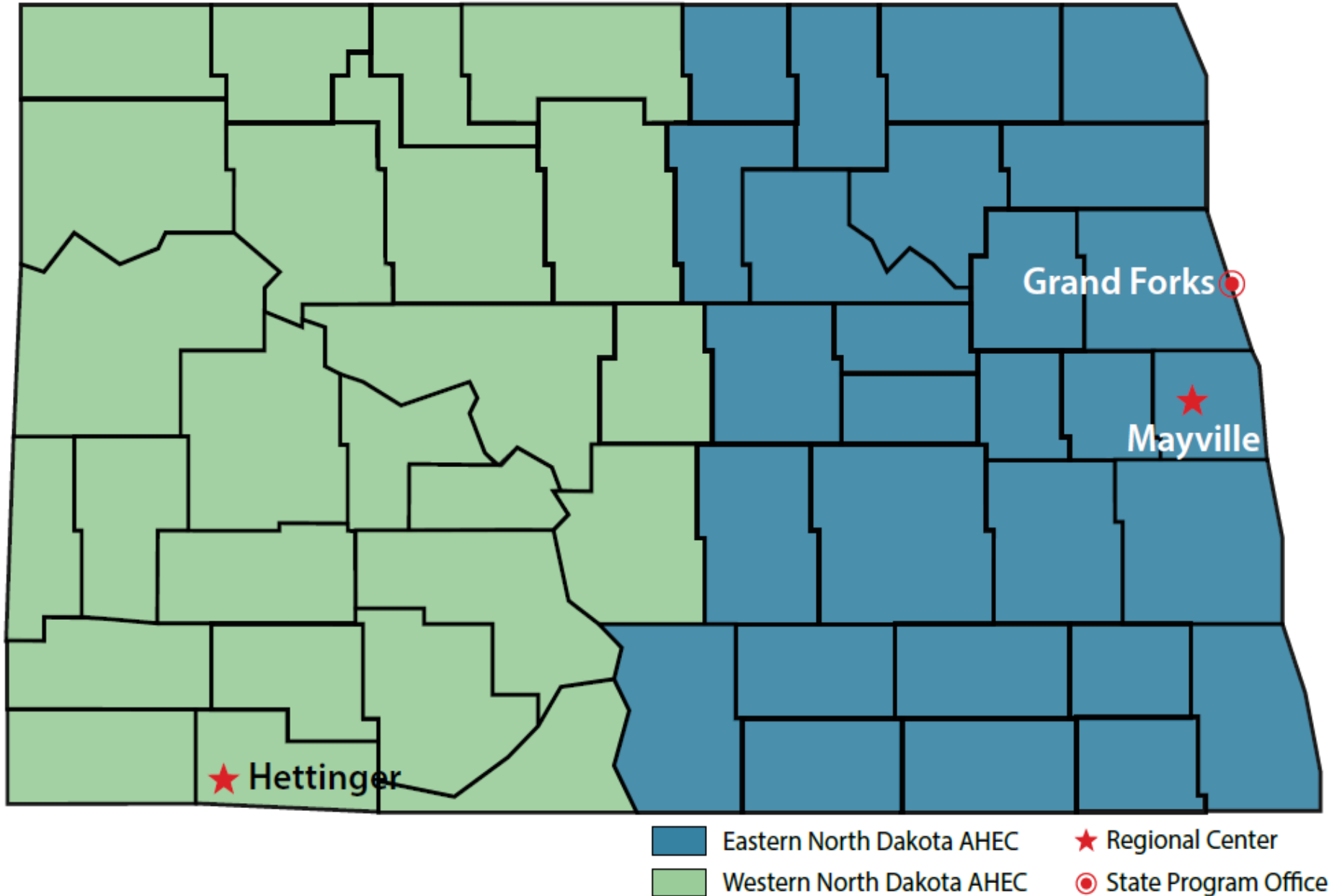
AHEC State Program Office

UND – School of Medicine and Health Sciences - Center for Rural Health

Two Regional Centers

- Eastern ND AHEC
 - Established 2008
 - Mayville
 - Serves 28 counties; 381,377 people over 33,099 sq. miles
- Western ND AHEC
 - Established 2010
 - Hettinger/Beulah
 - Serves 25 counties; 291,214 over 37,600 sq. miles

North Dakota Area Health Education Centers



Rural Clinical Rotations

- The North Dakota AHEC will support clinical rotations for health professions students by providing transportation, housing and logistical coordination assistance.
- Providing students in allied health care fields with a rural clinical rotation
- Meeting the needs of the health facility
- Meeting the needs of the students
- Providing financial assistance
- Tracking students in rural areas





- Student organization for high school and college students.
- Purpose: to promotes career opportunities in health care and to prepare students to successfully pursue a health career.
- Benefits:
 - HOSA lets members test their personal and leadership skills in real life.
 - HOSA provides opportunities for the student to make a well informed career choice among many health occupations.



ND HOSA

Current Chapters -209 Total Members

- Bismarck Public Schools
- Century High School Missouri River CTE
- Langdon Area High School
- Grafton High School
- Sheyenne High School
- Red River High School
- Grand Forks Central High School
- Killdeer Public High School
- Hettinger Public High School



Rural Graduate Medical Education

- Collaborating with rural communities to set up clinical rotations for family practice residents
- Preparing rural hospitals and clinics to prepare for family practice resident training
- Development of the Rural Health Education Network
- Statewide portal for health profession students to access communities in ND for clinical experience and faculty development



Why AHEC?

- 91% of North Dakota counties have less than the national average of physicians to population;
- 47% of North Dakota counties have less than the national average of primary care providers to population;
- There will be an estimated shortage of 300 rural family practice physicians by 2020;
- 32% of North Dakota counties have fewer nurses than the national average;
- 50% of rural nurses will retire in the next 5 years; and
- 47 of 53 North Dakota counties are designated as Mental Health Professional Shortage Areas.

ND Healthcare Workforce

- Health care, behind state government, is the #2 employer in ND
- Aging workforce population
- ND is #1 in fastest growing population
- 90-95% of rural emergency personnel in ND are volunteers
- Ambulance response time has increased 30-60 minutes in some areas of ND
- The Affordable Care Act will impact ND with 70,000-90,000 uninsured “new” patients

‘What are your greatest workforce challenges?’

- Medicare Part D, Reimbursement Rates, Insurance Companies
- Attracting professionals to rural communities
- Dealing with morale related to workforce
- Getting enough students to fill the current needs.
- Training & retaining qualified, talented employees
- Finding motivated candidates with management aptitude
- In a rural community finding coverage for vacations and sick leave
- Recruitment of workers in and out of state

Healthcare Delivery Challenges in North Dakota

- Mal-distribution of providers
- Elderly rural population
- Geriatric care in general
- Mental and behavioral health
- Rural Emergency Medical Services
- Dental/oral health
- Itinerant workers/trauma care

Community Impact

- Only about 10% of the physicians practice in rural America despite the fact that nearly $\frac{1}{4}$ of the population lives in rural areas
- Quality rural health services in rural communities are needed to attract business and industry
- On average, 14% of the total employment in rural communities is attributed to the health sector
- One primary care physician in a rural community
 - Creates 23 jobs annually
 - Generates \$1.0 million in wages, salaries and benefits
 - Generates approximately \$1.8 million in annual total revenue
- The total economic impact of a typical critical access hospital is 195 employees and \$8.4 million in payroll

Reference: ruralmedicaleducation.org

A map of North Dakota showing its 53 counties. The map uses a color-coded system to indicate the presence of state or federal prisons. Most counties are colored light yellow, indicating no prisons. Counties colored light orange (Traill and Cass) indicate the presence of state prisons. Counties colored light blue (McKenzie, Golden Valley, and Slope) indicate the presence of federal prisons. Symbols are used to denote specific prison locations: a black dot for state prisons, a black cross for federal prisons, a black star for state prisons, and a black diamond for federal prisons. The counties are labeled with their names: Divide, Burke, Renville, Bottineau, Rolette, Towner, Cavalier, Pembina, Williams, Mountrail, Ward, McHenry, Pierce, Ramsey, Walsh, Grand Forks, Nelson, McKenzie, Benson, Eddy, Sherman, Wells, Eddy, Foster, Griggs, Steele, Traill, Dunn, McLean, Mercer, Oliver, Burleigh, Kidder, Stutsman, Barnes, Cass, Billings, Stark, Morton, Emmons, Logan, Lamoure, Ransom, Richland, Golden Valley, Slope, Hettinger, Grant, Adams, Bowman, and McIntosh.

4/14



NORTH DAKOTA
DEPARTMENT *of* HEALTH

North Dakota Healthcare Professions

Of the top 60 Hot Jobs in North Dakota, 10 of those jobs are in the Healthcare field.

Physician Assistant

Registered Nurse

Pharmacist

Nursing Instructors

Respiratory Therapists

Dental Hygienist

Physical Therapist

Medical and Health Service Managers

Medical and Clinical Laboratory Technologists

Radiologic Technologists and Technicians

- Growth openings in the next 6 years, in these jobs average between 50-75 positions, with Dental Hygienist (132) and Registered Nurses (1384).
- The #1 ranked career in North Dakota based on growth over the next 6 years will be Registered Nurse.

Source: Job Service North Dakota 2006-2016 Projections, North Dakota Employment Projections

Fastest Growth in Health Care Positions

North Dakota

1. Personal Care Aide
2. Occupational Therapy Assistant
3. Physician Assistant
4. Surgical Technologists
5. Veterinary Technologies and Technicians
6. Nurse Practitioners
7. Marriage and Family Therapies
8. Medical Secretaries
9. Physical Therapy Assistant
10. Physical Therapist
11. Physical Therapy Aide
12. Medical and Clinical Laboratory Technicians
13. Home Health Aides
14. Mental Health Counselors

Nationally

1. Personal Care Aide
2. Home Health Aide
3. Diagnostic Medical Sonographer
4. Occupational Therapy Assistant
5. Physical Therapy Aide
6. Physical Therapy Assistant
7. Genetic Counselors
8. Physician Assistant
9. Physical Therapist
10. Occupational Therapist

Replacement Health Care Occupations

North Dakota

1. Registered Nurses
2. Nursing Assistants
3. Licensed Practical Nurse

Nationally

1. Registered Nurse
2. Nursing Assistant
3. Licensed Practical Nurse
4. Home Health Aide
5. Personal Care Aide

Most Job Openings in Health Care

North Dakota

1. Registered Nurse
2. Nursing Assistant
3. Licensed Practical Nurse
4. Personal Care Aide
5. Home Health Aide

Nationally

1. Registered Nurse
2. Personal Care Aide
3. Nursing Assistant
4. Home Health Aide
5. Licensed Practical Nurse

Data Sources

- North Dakota Nursing Needs Study: 10 year longitudinal study of nursing education, supply and demand
- North Dakota Board of Nursing Annual Reports and Licensure Data
- Job Service ND job opening and demand projections
- US Census Bureau Population Counts and US Bureau of Labor Statistics Labor Market Information
- ACT Test Data



Healthcare Workforce Recruitment and Retention: *The Center for Rural Health's Role*

Stacy Kusler, ND Workforce Specialist
stacy.kusler@med.und.edu

- Established in 1980, at The University of North Dakota (UND) School of Medicine and Health Sciences in Grand Forks, ND
- One of the country's most experienced state rural health offices
- UND Center of Excellence in Research, Scholarship, and Creative Activity
- Home to seven national programs
- Recipient of the UND Award for Departmental Excellence in Research

Focus on

- Educating and Informing
- Policy
- Research and Evaluation
- Working with Communities
- American Indians
- Health Workforce
- Hospitals and Facilities



Workforce Specialist

- Partially funded through AHEC
- Partially funded through state appropriated \$
- Housed in the UND SMHS
- Part of the Center for Rural Health team

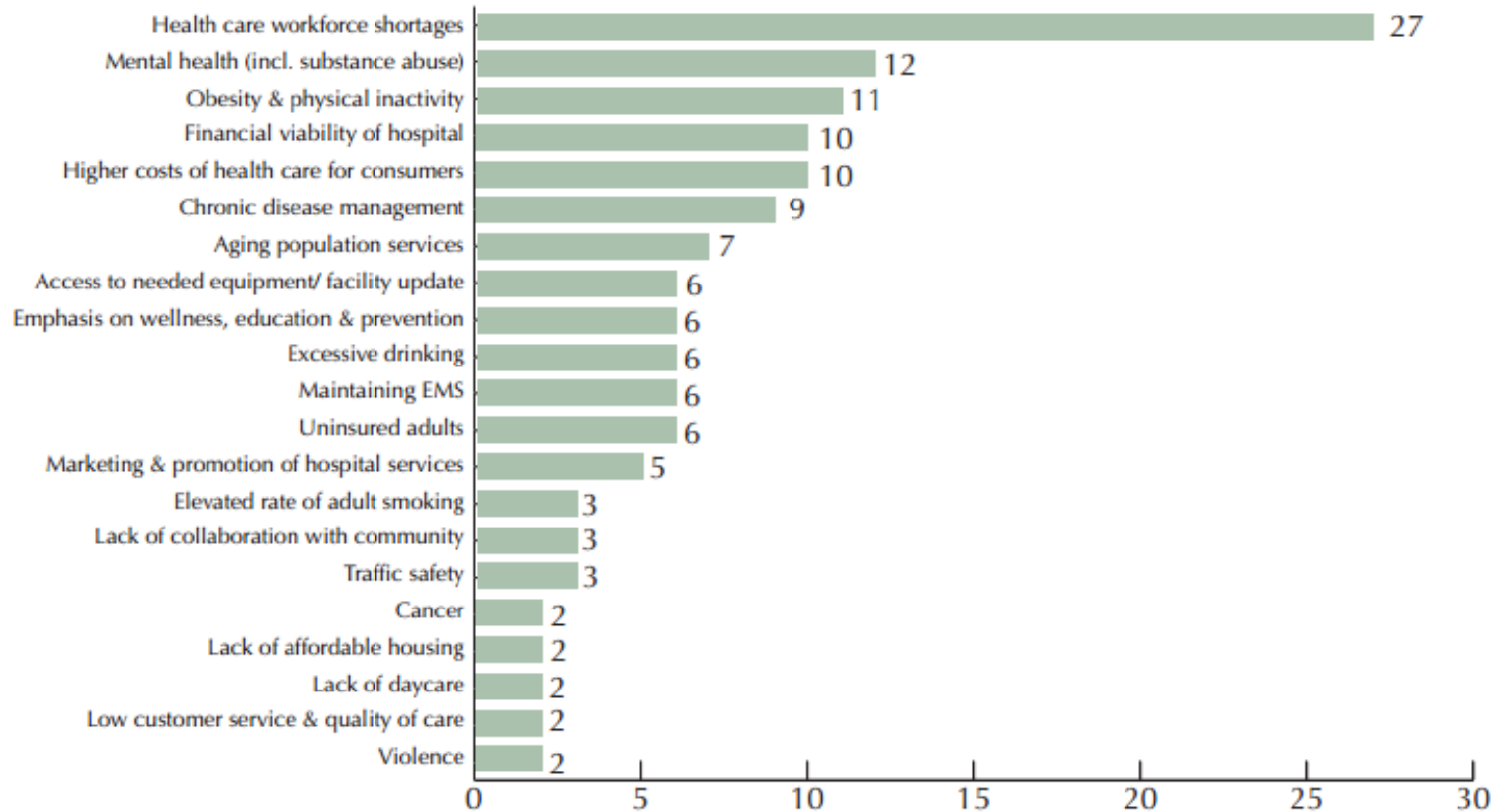


Workforce Specialist

- National member for www.3RNet.org
- Connect job seekers with employers
- Provide TA to CAH's and other healthcare facilities with recruitment and retention strategies and practices
- Cost effective (FREE) way for facilities to recruit
- Connection with medical school allows conversations with new medical professionals

HEALTHCARE WORKFORCE SHORTAGE IS A TOP CONCERN

A Health Needs Most Frequently Prioritized in CHNAs in Rural Communities



<http://ruralhealth.und.edu/projects/community-health-needs-assessment/pdf/0114-north-dakota-significant-health-needs-fact-sheet.pdf>



Estimated cost of recruiting:

Physician

Agency recruiting fees	\$0-\$30,000
Sourcing/Advertising	\$0-\$10,000
Interview: Travel Cost	\$0-\$2250
Interview: Entertainment	\$0-900
Signing bonus	\$0-\$30,000
Moving Cost	\$0-\$15,000
Total	Up to \$88,116

Source: <http://www.aspr.org/?696>



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Interview: Travel Cost	\$0-\$2250	
Interview: Entertainment	\$0-900	
Signing bonus	\$0-\$30,000	
Moving Cost	\$0-\$15,000	
Total	Up to \$88,120	\$48,120

Source: <http://www.aspr.org/?696>



Recruitment: Where can we help?

- Candidate Sourcing
 - 1608 ND 3RNet candidate referrals Aug 2014 to Aug 2015
 - 482 active ND 3Rnet candidates Aug 2014-Aug 2015
 - 26 ND placements via 3RNet since 2012
 - 10 FNP's
 - 4 MD's
 - 7 PA's
 - 2 RN's
 - 1 each: Dentist, Assistant Administrator, HR



Recruitment: Where can we help?

- Finding more candidates
 - MD, FNP, PA, RN, PT, OT, MLS programs at UND
 - State, regional, and national recruitment events/job fairs
 - Stay connected with UND SMHS grads who are completing residency out of state
 - Constant connection to UND Medical Students
 - Email, care packages, phone calls
 - UND Alumni- will they come back?

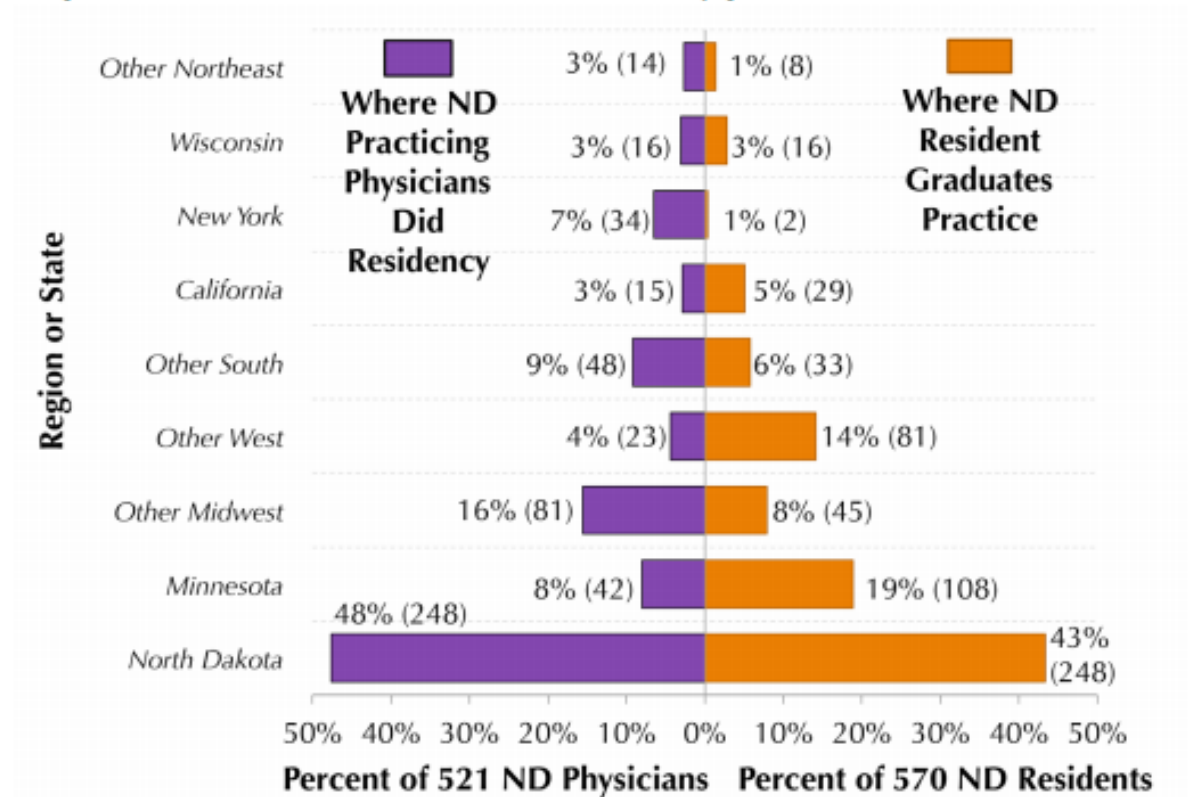


Recruitment: Where can we help?

- UND SMHS Rural Med Scholar Program
 - Must commit to 5 years in a rural ND community post residency
 - Family Practice or General Surgery
 - Medical school completely paid for (opt-outs must repay full amount plus interest within 90 days)
 - 26 currently enrolled
 - Graduated/ing between 2000-2019

WHERE PRACTICING PHYSICIANS ARE COMING

Figure 1. Where 521 North Dakota primary care practicing physicians completed their residencies and where 570 physicians who completed residencies in North Dakota currently practice.



**In 2011, there were 31 primary care physicians practicing in North Dakota who did not graduate from a residency in the United States. These physicians are not included in this fact sheet.*



Recruitment: Where can we help?

- J-1 Waiver Program
 - 30 openings per state per year
 - Underutilized every year in ND
 - 231 active J-1 candidates on 3RNet in past 12 mo.
- PCO is located at UND SMHS



Recruitment: Where can we help?

- Job Postings via 3RNet
 - FREE!
 - 116 new ND positions posted on 3RNet in past 12 mo. (up from 46 the previous year)
 - Technical assistance provided to employers
 - Phone screenings done by CRH to ease recruitment process



Retention

- Loan Repayment Programs
- Technical assistance to rural communities in developing and implementing best retention practices
- Community Apgar Questionnaire
- Ongoing support and follow up



Overview

- Extension of rural healthcare facilities recruitment teams.
- CRH research, funding opportunities, and direct assistance provide help and assistance to rural healthcare facilities
- Communities and their citizens benefit (economic and health impacts)



Contact us for more information!

501 North Columbia Road, Stop 9037
Grand Forks, North Dakota 58202-9037

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Healthcare Workforce Recruitment and Retention: North Dakota Center for Nursing Role

Patricia Moulton, PhD
Executive Director
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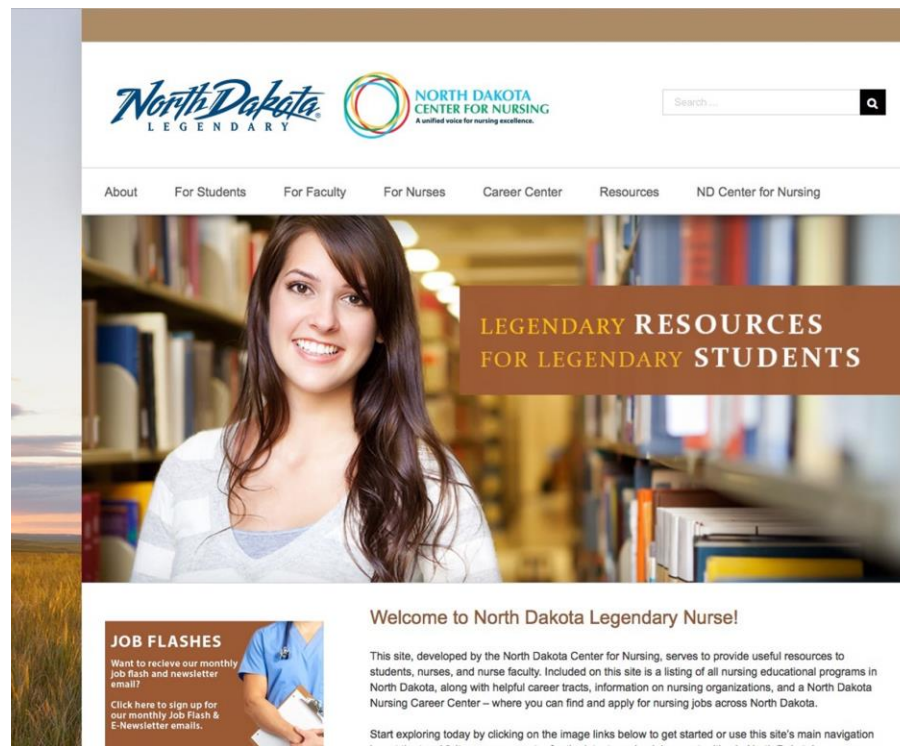
- Established in 2011
- 501c3 non-profit organization
- Vision: A unified voice for nursing excellence
- Mission: Guide the ongoing development of a well-prepared and diverse nursing workforce to meet the needs of the citizens of North Dakota through research, education, recruitment and retention, advocacy and public policy.

ND Center for Nursing Organizational Structure

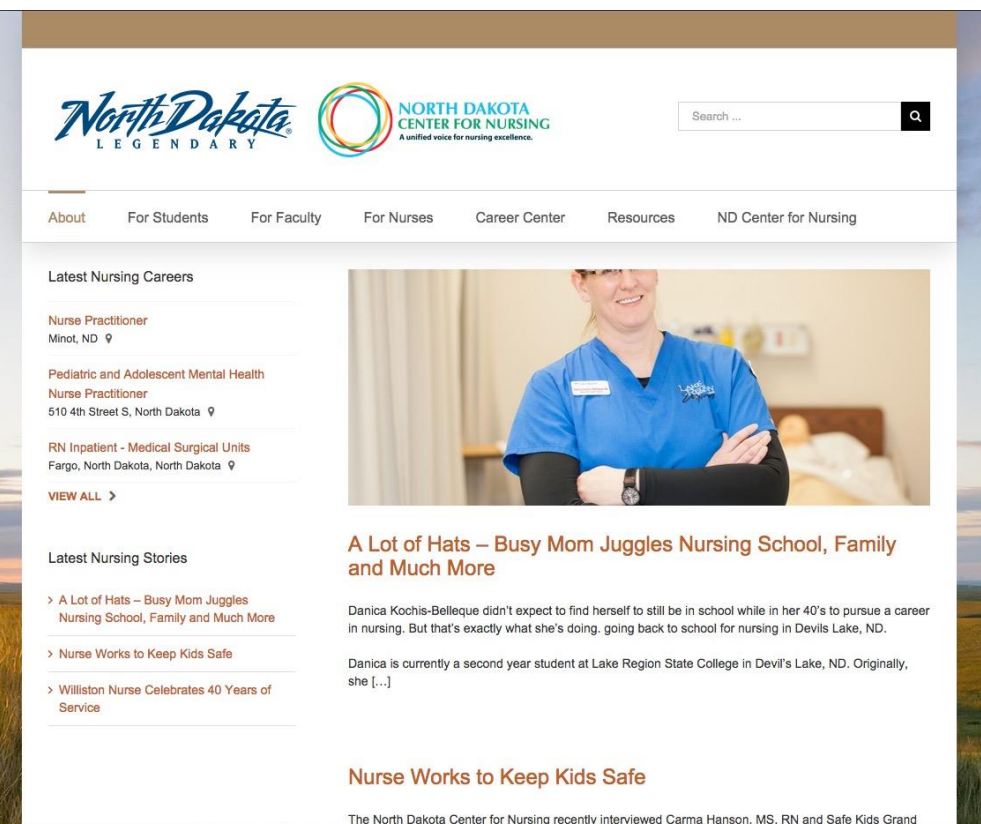


Legendary Nurse Portal

- Found at www.ndnurse.org
- Hosted by the ND Center for Nursing
- Hosts resources for EVERY nurse in EVERY setting.
- Features nursing career center
- Educational program listings
- ND Nurse Organization listings



- Information for students interested in becoming a nurse
- List of mentors/guest speakers by ND community
- Features stories about real North Dakota nurses
- Listings of nursing career paths options
- Nurse faculty resources including simulation contact lists
- Additional information on North Dakota for those moving here for career or education



The screenshot shows the website's header with the "North Dakota LEGENDARY" logo and the "NORTH DAKOTA CENTER FOR NURSING" logo. A search bar is located on the right. The navigation menu includes links for "About", "For Students", "For Faculty", "For Nurses", "Career Center", "Resources", and "ND Center for Nursing".

Latest Nursing Careers

- Nurse Practitioner**
Minot, ND
- Pediatric and Adolescent Mental Health Nurse Practitioner**
510 4th Street S, North Dakota
- RN Inpatient - Medical Surgical Units**
Fargo, North Dakota, North Dakota

[VIEW ALL >](#)

Latest Nursing Stories

- > A Lot of Hats – Busy Mom Juggles Nursing School, Family and Much More
- > Nurse Works to Keep Kids Safe
- > Williston Nurse Celebrates 40 Years of Service

A Lot of Hats – Busy Mom Juggles Nursing School, Family and Much More

Danica Kochis-Belleque didn't expect to find herself to still be in school while in her 40's to pursue a career in nursing. But that's exactly what she's doing, going back to school for nursing in Devils Lake, ND.

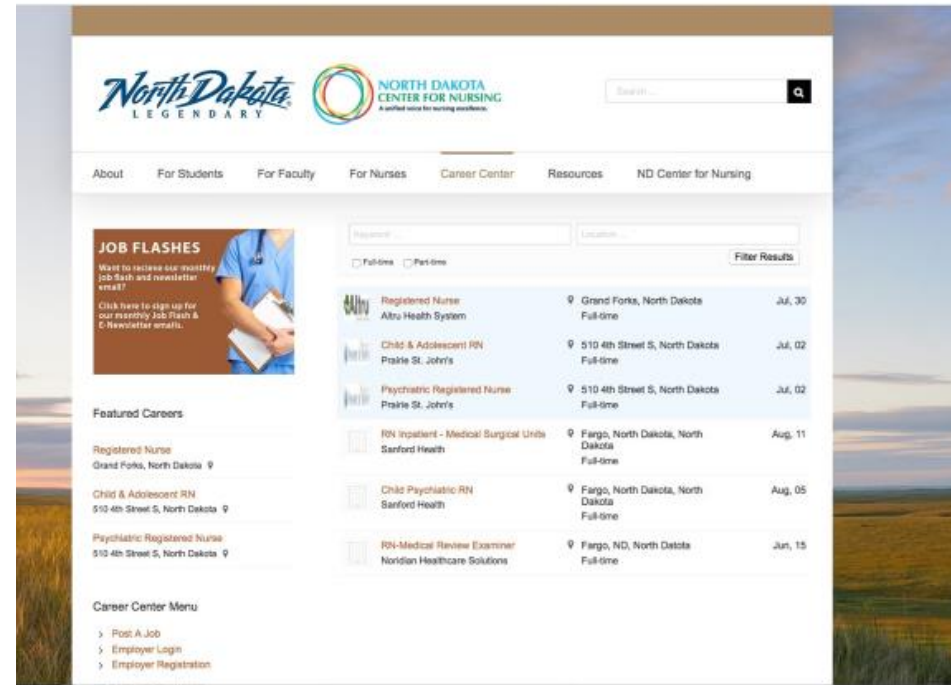
Danica is currently a second year student at Lake Region State College in Devil's Lake, ND. Originally, she [...]

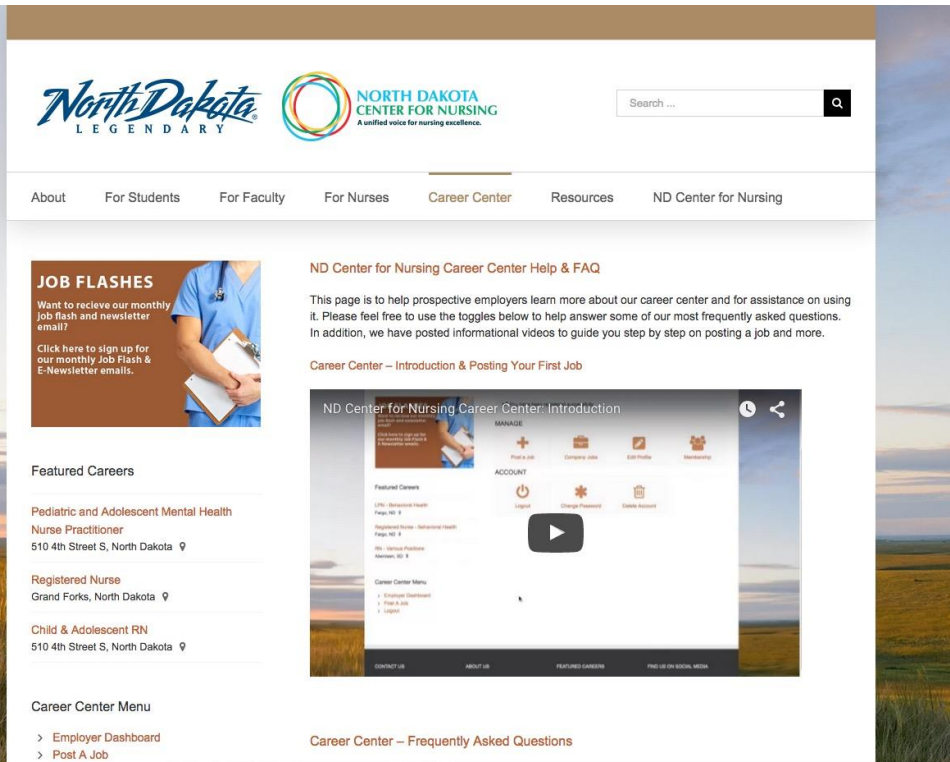
Nurse Works to Keep Kids Safe

The North Dakota Center for Nursing recently interviewed Carma Hanson, MS, RN and Safe Kids Grand

Career Center

- www.ndnurse.org/careers
- Features nursing careers in North Dakota
- Listings included in dedicated job flash email (sent the 1st of each month) and included in ND Center for Nursing Newsletter (15th of each month)
- Email list includes almost every licensed nurse in North Dakota and other with a total of over 20,000 emails.
- All listings are paid and offer a number of options depending on employer's needs





The screenshot shows the North Dakota Center for Nursing Career Center website. The header includes the North Dakota Center for Nursing logo and a search bar. The navigation menu includes links for About, For Students, For Faculty, For Nurses, Career Center, Resources, and ND Center for Nursing. The main content area features a 'JOB FLASHES' section with a sign-up link, a 'Featured Careers' section listing Pediatric and Adolescent Mental Health Nurse Practitioner and Registered Nurse positions, and a 'Career Center Menu' with links to Employer Dashboard and Post A Job. A central video player displays the 'ND Center for Nursing Career Center: Introduction' video. Below the video is a 'Career Center -- Frequently Asked Questions' section.

- Easy to user interface for employers wishing to post career listings (if you can send an email, you can post a job)
- Career Center postings can also be posted to ND Center for Nursing LinkedIn page and 3RNet at no additional charge
- More information including a overview video at <https://youtu.be/FpKHTzOmr8Q>

Improving the ND Nursing Work Environment

Pathway to Excellence Pilot Hospital Program

- Fargo VA Health System
- Pembina County Memorial Hospital
- Jamestown Regional Health Center
- Altru Health System
- Sanford Mayville Medical Center
- Cavalier County Memorial Hospital



Pathway Program Hospital Strategies

- Collaborative Relationships
- Quality Improvement
- Evidence Based Practice
- Balanced Lifestyle
- Mentoring
- Compensation
- Orientation and Preceptors
- Shared Governance

Work Environment Next Steps



- Launching Pathway to Excellence Long Term Care Program this Fall
- Holding LPN Stakeholder meetings to determine strategies for recruitment and retention. Meetings will be held in Fargo on October 12th and in Bismarck on October 19th. Contact patricia.moulton@ndcenterfornursing.org if interested in attending.

Workforce Research

- Have developed reports nursing education, supply and demand data since 2002
- Most recent report from 2013 is at:
<http://www.ndcenterfornursing.org/wp-content/uploads/2013/01/Spotlight-Report-Final.pdf>
- 2015 report is currently in development. Sign up for our newsletter to receive this report and other updates in our monthly enewsletter on the 15th of each month. Our job flashes are also sent to this list. See link on home page at www.ndcenterfornursing.org

QUESTIONS/COMMENTS

Contact us for more information!

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